

CREATIVE BRIEF

Brand Name: Cambridge

Issued By: D. Stern

Project Title: 1995 September Direct

Date Issued: 3/17/95

I. AGENCY ASSIGNMENT:

Develop creative for the defensive direct mailing scheduled to drop in September to approximately 650M Cambridge smokers (quantity subject to change given final mailing quantities). Similar to past efforts, the program will feature a collection of merchandise that could be redeemed for various Cambridge UPC levels. No more than 3 options will be developed for brand to review.

II. OBJECTIVES/STRATEGIES:

- Build volume by increasing loyalty via a vis continuity offer.
- Strengthen franchise-brand relationship by communicating and reinforcing positive image dimensions among core smoker group.
- Reclassify current list of Cambridge smokers. Generate new names via "Refer a Friend" device.

III. CREATIVE/PROMOTIONAL CONSIDERATIONS:

Theme

- Develop thematic platform unifying merchandise, creative look and brand treatment. (i.e. MAT, MCS, V.Wear).
- Explore a continuum of 3 creative solutions via full color comps integrating the Club Cambridge theme. Ideas will range from conservative treatment along traditional lines to less conventional out of the box stuff.
- Creative for Direct piece will be designed with the flexibility to work as a stand alone program and as part of a general thematic umbrella for future executions.

Communication

- Clear, impactful branding.
- Incorporate "Cambridge Red" into creative look.
- Focus will be on merchandise ("Gear is the hero") in simple, easy to follow format.
- Tone will be friendly and inviting underscoring the high quality merchandise offered by Cambridge at a great value. Prominently display 1-

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800- 335-7444.

Format

- Consider other vehicles in addition/substitute to catalog as a way of serving up merchandise (i.e. wall calendar, daily reminder)
- Design at least one alternative piece as a catalog self mailer in the interest of keeping costs down.
- Keep mailing size reasonably small - use Spring 1995 catalog as a guide.
- Mailing elements:
 - Catalog (or comparable gear delivery vehicle)
 - Survey with free gift bounceback.
 - Refer A Friend card
 - 2 Carton coupons per mailing
 - 2 versions based on response model, \$1.50 off a carton. \$2.00 off a carton
 - Coupon expiration 12/31/95

Catalog Items

- A mix of 6-10 low to high end items will be considered including a carton of Cambridge.
- The following categories have been identified as potential sourcing areas:
 - Apparel (Fleece Top, Henley Shirt)
 - Entertainment (Cordless Phone, dartboard, CD's, CD Rack)
 - Smoker Related (Carton, Lighter)
 - Home Related (Hot Water Carafe, Coffee Mugs,)

IV. COST/TIMING:

- Total cost will not exceed \$1.20 per mailing
- Comps due 5/1/95. A&K due 7/12

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